

Amended claims:

Claims 1-46 (canceled)

47) (Currently amended) A computer-implementable method for measuring access patterns of content transmitted from a server, said computer-implementable method comprising the steps of:

- A) Inserting into said transmitted content a tracking identifier associated with said transmitted content comprising a URL, said URL containing an information identifier, and an indication of a tracking server's location;
- B) Transmitting from said server said content containing said tracking identifier to a receiving device

48) (Previously presented) The computer-implementable method of claim 47, wherein the information identifier is encoded according to an industry standard code.

49) (Previously presented) The computer-implementable method of claim 48, wherein the industry standard code is AAAA.

50) (Previously presented) The computer-implementable method of claim 47, wherein said tracking identifier comprises an ISCI code.

51) (Previously presented) The computer-implementable method of claim 47, further comprising the steps of:

- A) Receiving at said receiving device said content containing said tracking identifier;
- B) Extracting at said receiving device said tracking identifier;
- C) Transmitting said tracking identifier to a tracking server.

52) (Previously presented) The computer-implementable method of claim 51, wherein said tracking server comprises a web server.

53) (Previously presented) The computer-implementable method of claim 52, wherein said web server logs the tracking identifier to said web server's log file.

54) (Previously presented) The computer-implementable method of claim 47, wherein said content is encoded according to the ATVEF standard.

55) (Previously presented) The computer-implementable method of claim 54, wherein said tracking identifier is inserted in the VBI.

56) (Previously presented) The computer-implementable method of claim 47, wherein said content is digital.

57) (Previously presented) The computer-implementable method of claim 47, wherein said content is analog.

58) (Currently amended) A system for measuring access patterns of content transmitted from a server to a client comprising the steps of:

- A) Inserting into said transmitted content a tracking identifier associated with said transmitted content comprising a URL, said URL containing an information identifier, and an indication of a tracking server's location;
- B) Transmitting from said server said content containing said tracking identifier to a receiving device

59) (Previously presented) The system of claim 58, wherein the information identifier is encoded according to an industry standard code.

60) (Previously presented) The system of claim 59, wherein the industry standard code is AAAA.

61) (Previously presented) The system of claim 58, wherein said tracking identifier comprises an ISCI code.

62) (Previously presented) The system of claim 58, further comprising the steps of:

- A) Receiving at said receiving device said content containing said tracking identifier;
- B) Extracting at said receiving device said tracking identifier;
- C) Transmitting said tracking identifier to a tracking server.

63) (Previously presented) The system of claim 62, wherein said tracking server comprises a web server.

64) (Previously presented) The system of claim 63, wherein said web server logs the tracking identifier in said web server's log file.

65) (Previously presented) The system of claim 58, wherein said content is encoded according to the ATVEF standard.

66) (Previously presented) The system of claim 58, wherein said tracking identifier is inserted in the VBI.

67) (Previously presented) The system of claim 58, wherein said content is digital.

68) (Previously presented) The system of claim 58, wherein said content is analog.

69) (Currently amended) A computer useable medium embodying computer program code, the computer program code comprising computer executable instructions configured for measuring access patterns of content transmitted from a server to a client comprising by:

- A) Inserting into said transmitted content a tracking identifier associated with said transmitted content comprising a URL, said URL containing an information identifier, and an indication of a tracking server's location;
- B) Transmitting from said server said content containing said tracking identifier to a receiving device